GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

STARRED QUESTION NO:413
ANSWERED ON:12.08.2002
PROMOTION OF COIR
S. MURUGESAN

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) whether steps have been taken to advocate and promote extensive use of coir through advertisements and other marketing techniques in the country;

(b) if so, the details thereof; and

(c) if not, the reasons therefore?

Answer

THE MINISTER OF AGRO AND RURAL INDUSTRIES (SHRI KARIYA MUNDA)

(a) to (c): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 413 FOR REPLY ON 12.08.2002 BY SHRI S. MURUGESAN REGARDING PROMOTION OF COIR

(a): Yes, Sir.

(b): The Coir Board undertakes various publicity and promotionalprogrammes through print and electronic media, organizes festival sales campaigns buyer-seller-meets and also participates in important trade fairs and exhibitions for popularizing use of coir products in the domestic market.

(c): Does not arise.